

# YES Communications Strategic Planning Workgroup Charter

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## Overview

The first Communication Workgroup was established in January 2017 under the Youth Empowerment Services (YES) project as a subset of the larger project team. Membership of that first workgroup consisted of multiple team members from each of the Jeff D. Settlement Agreement partner agencies, as well as family and community stakeholders.

Since that time, the development of the YES system of care as a whole has necessitated a revision to that workgroup to reflect current needs identified by stakeholders.

The YES Communications Strategic Planning Workgroup is a smaller group than the original Communications Workgroup and is tasked with identifying system-wide communication needs and working with the Interagency Governance Team (IGT) to identify resources to develop the identified communications.

## Workgroup Purpose

The workgroup's purpose is to recognize communication needs throughout the YES system of care, identify the resources needed to develop new content, and communicate this information to the Interagency Governance Team (IGT) so that partners may allocate appropriate resources.

All communication needs are considered, but the following areas are anticipated to be specifically monitored by the Communications Strategic Planning Workgroup to ensure accuracy and consistency:

- Materials to help families access the YES system of care
- Informational materials, including flyers, brochures, and videos, that explain the YES system of care to families, providers, and community partners
- YES.idaho.gov website content
- Materials provided by YES partners, including the Department of Health and Welfare, State Department of Education and the Department of Juvenile Corrections.

Involving all partners to ensure consistency throughout YES messaging builds trust, reduces confusion, and streamlines the process for families to access services.

## Out of Scope

It is important to note that the Communications Strategic Planning Workgroup does not have the authority to update, change, or remove content created by YES partners, but may advise them if their content is inaccurate or inconsistent with other YES messaging.

## Membership Roles and Responsibilities

A multi-agency partnership with community stakeholders developed the YES system of care. This workgroup reflects those partnerships and includes at least one parent of a child with serious emotional disturbance (SED) in all roles.

Membership of the YES Communications Strategic Planning Workgroup is broken into two types of groups with specific responsibilities.

### Core Group:

The Core Group of the Communications Strategic Planning Workgroup is a standing membership that includes one representative from each of the following stakeholders:

- Department of Health and Welfare,
  - Division of Behavioral Health
    - Central Office
    - Regional Children's Mental Health Office
  - Division of Medicaid
  - Division of Family and Community Services
- Department of Juvenile Corrections
- State Department of Education
- Parent of a child with serious emotional disturbance (SED)
- Staff responsible for maintaining the YES.Idaho.gov website

This group is responsible for:

- Identification of needed communication from YES partners. This includes requests for new, updated, and revised content.
- Development of Strategic Communication Proposals for the Interagency Governance Team (IGT). The IGT identifies partner resources to complete the communication task identified in the proposal.
- Facilitation of all Specific Communication Teams identified by the IGT to develop communication resources. This includes reviewing content created by the teams to verify it maintains consistency with other project documents and is accurate and up-to-date.
- Reporting to the IGT on the completion of all past Strategic Communication Proposals.

### Specific Communication Teams:

Membership on Specific Communication Teams is selected based on the specific communication need. The Interagency Governance Team (IGT) identifies appropriate staff which will usually include:

- Staff as requested in the Strategic Communication Proposal.
- At least one subject matter expert.
- A parent of a child with SED paired with the subject matter expert on the development of content.

- A designer to verify the communication matches YES branding and standardization.

Members of the Core Group are not expected to participate on all Specific Communication Teams; however, there may be times they are identified as the appropriate resource for the task.

The Specific Communication Team is responsible for:

- Creating, updating, or revising the content as identified in the Strategic Communication Proposal.
- Sending all content for the appropriate stakeholder reviews.
- Coordinating with the Core Group to verify completion of the task.
- Submitting original files to the appropriate stakeholder.

### **Length and Scope of Membership**

Members of the Core Group are included on this workgroup based on their knowledge of the YES system of care as it relates to their role in children's mental health. If a member leaves, another member representing that area of expertise fills the vacancy. Staff on the Specific Communication Teams rotate as needed and are assigned for the length of the identified task.

It is important to note that the Interagency Governance Team (IGT) may choose to set up Specific Communication Teams to handle ongoing communication tasks, and if a member leaves the team, a new resource is identified by the IGT.

### **Authority and Decision Making**

The YES Communications Strategic Planning Workgroup has limited authority, with some decision-making authority based on content or item. Specifically the workgroup has the authority to maintain the YES communications style guide, logo, branding materials, and strategic communications plan. Communications developed through this workgroup will be subject to reviews for consistency, accuracy and verification that the information is up-to-date.

This workgroup has the authority to authorize communication projects deemed vital or urgent if the IGT is unable to meet before the completed communication is needed.

### **Meeting Schedules and Format**

Members of the Core Group coordinate monthly through a combination of digital and in-person meetings. Information that requires action between regularly scheduled meetings is distributed electronically. Agendas for monthly meetings are distributed to the Core Group at a minimum of two days before the meeting. Meeting minutes will be shared among the Core Group and with IGT upon request.

Members of the Specific Communication Teams meet as needed to develop communication materials. No official meetings or agendas are required.

### **Supports**

The Division of Behavioral Health provides administrative support as needed for the Core Group.

## Draft Strategic Communication Proposal

Strategic Communication Proposals prepared by the Core Group contain the following information (at a minimum):

1. Identification of need
2. Definition of audience
  - Examples of audience include: youth, families, natural supports, educators, community members, emergency response personnel, mental health providers, medical providers, secondary communication outlets (such as 211), social media, law enforcement, child-service agencies, juvenile justice, community advocates, etc.
3. The type of communication to be created
  - Printed material (brochures, flyers, posters, conference materials)
  - Digital content (web content, digital newsletters)
  - Miscellaneous (radio ad, newspaper advertisements, conference tabling), etc.
4. Required resources to develop this communication
  - Staff with specific skills, subject matter experts, funding for printing or production, etc.
5. Length of expected development time
6. One-time communication need, or ongoing communication strategy/need
7. Expected life of the communication
  - Information expected to be out-of-date or obsolete, all communications distributed, advertisement expiration, etc.
8. Anticipated reach of the communication material
  - Number of views, people, professionals, offices, conferences, etc.
9. Method to determine if communication effective
  - Hits on the website
  - Requests from stakeholders for more materials
  - Response from stakeholders who requested materials
10. Potential considerations, roadblocks, or delays, with mitigation plans, including any required additional resources
  - Inconsistent messaging between stakeholder groups
  - Different methods of communication delivery across agencies and divisions
  - Outdated messaging that is still available
  - Limited print budget
  - Limited funding for radio/TV or other advertising campaigns
  - Stigma around mental illness
  - The ability to distribute communication materials widely and in private settings like doctor's offices, hospitals, etc.